

## INFORMATION PAPER

**SUBJECT:** FY15-16 *America's Army – Our Profession* Theme, “Living the Army Ethic”

1. **Purpose.** To provide background and context supporting the FY15-16 *America's Army – Our Profession*, “Living the Army Ethic” Program.

2. **Background.**

a. As announced in ALARACT 189/2014, the FY15-16 *America's Army – Our Profession* (AA-OP) Theme, “Living the Army Ethic” *Why and How We Serve* – directly supports Army Campaign Plan Major Objective 3-2.1 Develop Army Leaders and Imbue the Army Profession and TRADOC Strategic Plan 1.1 Institutionalize and Operationalize the Army Profession.

b. The Chief of Staff of the Army approved the “Living the Army Ethic” Theme to continue the momentum gained by prior *America's Army – Our Profession* training and education programs.

(1) CY13 Training and Education program focused on “*Standards and Discipline; Customs, Courtesies, and Traditions; Military Expertise - Certified Army Professionals; and Trust*”;

(2) FY14 Stand Strong program reemphasized *Trust* and transitioned to “*Honorable Service and Stewardship*.” These characteristics of our noble profession require that we live by and uphold the Army Ethic.

3. **Discussion.**

a. The Army Ethic. Our professional ethic is expressed in law, Army Values, creeds, oaths, ethos, and shared beliefs embedded within Army culture. It inspires and motivates the conduct of Army Professionals -- Soldiers and Army Civilians -- who are bound together in common, moral purpose. It expresses the standard and expectation for all of us to make right decisions and to take right actions at all times. It is the heart of our shared professional identity, our sense of *who* we are, our purpose in life, and *Why and How We Serve* the American people.

b. Vision. As members of the Army Profession, we practice our profession, consistent with the Army Ethic, reflecting a shared understanding for *Why and How We Serve* in defense of the American people. As *Trustworthy Army Professionals*, we are Honorable Servants, Military Experts, and Stewards of the people and resources entrusted to our care.

c. Mission. The Army conducts the FY15-16 *America's Army – Our Profession*, “Living the Army Ethic” Program to reinforce *Trust*, inspire *Honorable Service*, strengthen our commitment to ethical, effective, and efficient *Stewardship of the Army Profession*, and enhance our *Esprit de Corps*.

d. Execution. The FY15-16 *America's Army – Our Profession* “Living the Army Ethic” Program begins on 1 October 2014 and continues through 30 September 2016. The CSA's

intent is to generate shared understanding of the central role of the Army Ethic in explaining, inspiring, and motivating *Why and How We Serve*.

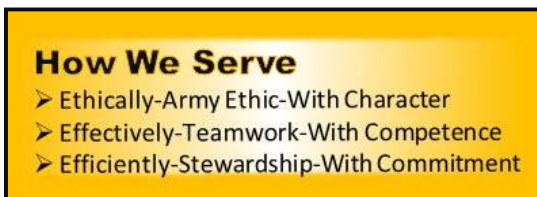
(1) *Why We Serve* – for our Soldiers, Army Civilians, our Families -- we are committed to do our duty to contribute to the “common defense;” we share a love of country and our Army Family; we defend American values that frame the Nation as expressed in the Declaration of Independence and the Constitution of the United States; and we serve “not to promote war, but to preserve peace.”



*"Not to promote war, but to preserve peace..."*

Elihu Root, 1903 Secretary of War, regarding the establishment of the U. S. Army War College

(2) *How We Serve* – as Army Professionals, we live by the Army Ethic in the conduct of our Mission, performance of our duty, and all aspects of our lives; and we practice the discipline of our military art and science, always striving for standards of excellence.



*"We expect all of you to...demonstrate the character, competence, and commitment that are essential to the profession."*

General John F. Campbell 34th Vice Chief of Staff, US Army

e. Outcome. Army Professionals *Live by and Uphold the Army Ethic* in performance of duty and all aspects of life, reinforcing *Trust* throughout the Army Profession and with the American people.

#### 4. What You Can Do.

a. At least once each fiscal year, schedule a professional development session discussion for your organization on the theme of “Living the Army Ethic” *Why and How We Serve*.

b. Use the FY15-16 *America’s Army – Our Profession*, “Living the Army Ethic” training support package and other supporting products; these will enhance planning and conduct of professional development activities in support of this program.

c. Create and sustain a positive, professional command climate; set the example for honorable living; motivate and inspire others to strive for standards of excellence; and develop disciplined, ready and resilient Army Professionals in an organization that is ethical, effective, and efficient.

d. In education, training, operations, and professional development commanders and organizational leaders exemplify and teach their teams that the Army Ethic:

(1) Informs, motivates, and inspires Army Professionals to seek to discover the truth, decide what is right, and to demonstrate the *competence, character, and commitment* to act accordingly;

(2) Requires that we live by our ethical principles in the conduct of the *mission*, in the performance of *duty* and in all aspects of life; and

(3) Requires that Stewards of the Army Profession uphold the Army Ethic -- prevent misconduct and do what is right to stop unethical practices.

e. Integrate Army Profession doctrine (ADP 1, Chapter 2; ADRP 1) throughout education, training, operations, after action reviews, and in coaching, counseling, and mentoring.

f. Share lessons-learned and encourage Army Professionals to write articles and generate discussions on themes such as "Living the Army Ethic", "*Why and How We Serve*", "Our Shared Identity as Trustworthy Army Professionals", "The Concept and Strategy for Character Development", and "Certification of Army Professionals".

g. Recognize exemplary Soldiers and Army Civilians who uphold the Army Ethic and Army Values, demonstrating their leadership through non-toleration of misconduct and unethical practices.

h. Take advantage of iconic events (e.g., promotions, change of command, retirement, graduation ceremonies, reviews, oath ceremonies, hail and farewell, etc.) to focus on the meaning and importance of Army Profession, *Living the Army Ethic*, our cultural customs, courtesies, and traditions – enhancing *Esprit de Corps*.

## 5. How CAPE Can Help.

a. The CAPE website includes the FY15-16 *America's Army – Our Profession*, "Living the Army Ethic" *Why and How We Serve* Training Support Package and supporting products. Each quarter, CAPE will post new material on aspects of Honorable Service that may be integrated within on-going unit and organizational training and professional development. (<http://cape.army.mil>)

(1) Senior Leader Guides provide background information, frequently asked questions, and talking points to assist in communicating the "Living the Army Ethic" program to your unit, organization, and installation.

(2) CAPE is producing two theme videos to support *Why and How We Serve*. These will address the Army Ethic and include interviews with Soldiers and Army Civilians who will discuss their shared identity as Army Professionals and what they aspire to contribute while serving in the Army Profession.

b. CAPE leadership is available to provide an Army Profession Seminar at your location. These seminars are a train-the-trainer session intended for Brigade level organizations and above. (i.e., Brigade/Battalion Commanders, CSMs, GS14s and Company Grade Officers, NCOS and Civilians. Schedule directly with [capeweb@usma.edu](mailto:capeweb@usma.edu), 1-845-938-1057, DSN 688-1057 CAPE).

Mr. Patrick A Toffler/ATZL-MCE/845-938-0825  
APPROVED BY: COL Denton Knapp, Jr.